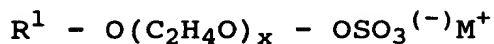


corresponding to the formula:



wherein R^1 is a C_{10-16} alkyl group, x is 1 to 10 and M is a sodium, potassium, ammonium, or $1/2$ magnesium⁺² ion.

13. The composition of claim 8 wherein the water-soluble polyol comprises glycerol, sorbitol or a mixture thereof.

14. The composition of claim 8 further comprising at least 40 percent by weight of water.

15. The composition of claim 8 comprising less than 1 percent by weight of a fatty acid soap.

16. The composition of claim 8 wherein the shaving cream composition has a viscosity at 20°C of 10 to 30 Pa.s.

17. A shaving cream composition comprising:

- (a) 5 to 15 percent by weight of an adduct of 20 to 40 moles of ethylene oxide with a saturated linear C_{16-18} fatty alcohol;
- (b) 10 to 20 percent by weight of a glycerol ethoxylate monofatty acid ester of an adduct of 5 to 10 moles of ethylene oxide with 1 mole of glycerol and a linear saturated C_{12-18} fatty acid;
- (c) 10 to 20 percent by weight of an alkyl(C_{12-18}) polyglycol ether sulfate sodium salt containing 1 to 6 glycerol ether groups;
- (d) 1 to 5 percent by weight of glycerol, sorbitol or a mixture thereof; and
- (e) 50 to 60 percent by weight of water.